

1 **IN THE CLAIMS**

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3 This listing of claims will replace all prior versions, and listings, of claims in the application:

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5 --1. - 2. (Canceled)

6
7 3. (New) A method for operating a computer based advertising system, wherein said method
8 comprises the steps of:

9 receiving data from a first party via the Internet, said data including a personal profile and an
10 email address;

11 said first party adding a video recording to said personal profile;

12 a second party leaving a voicemail message for said first party via a telephone;

13 sending an email to said first party that provides notification to said first party of said voicemail
14 message; and

15 said first party retrieving said voicemail message via a telephone.

16
17 4. (New) A method according to claim 3, said method further comprising the steps of:

18 said first party adding a photograph to said personal profile; and

19 a representative of said advertising system reviewing and approving said video recording and
20 said photograph prior to viewing by other users of said advertising system.

1 5. (New) A method according to claim 3, said method further comprising the step of:
2 executing a search of said advertising system that finds one or more stored profiles similar to
3 said personal profile.

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5 6. (New) A method according to claim 3, said method further comprising the step of:
6 a third party sending a response via the Internet to said first party wherein said response
7 includes a photograph.

8
9 7. (New) A method according to claim 3, said method further comprising the steps of:
10 a third party sending a text message via the Internet to said first party; and
11 said first party retrieving said text message via a telephone.

1 8. (New) A method for operating a computer based advertising system, wherein said method
2 comprises the steps of:

3 receiving data from a first party via the Internet, said data including a personal profile and an
4 email address;

5 said first party adding a video recording to said personal profile;

6 a representative of said advertising system reviewing and approving said video recording prior
7 to viewing by other users of said advertising system;

8 a second party leaving a voicemail message for said first party via a telephone;

9 sending an email to said first party that provides notification to said first party of said voicemail
10 message; and

11 said first party retrieving said voicemail message via a telephone.
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13 9. (New) A method according to claim 8, said method further comprising the steps of:

14 said first party adding a photograph to said personal profile; and

15 a representative of said advertising system reviewing and approving said photograph prior to
16 viewing by other users of said advertising system.
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18 10. (New) A method according to claim 8, said method further comprising the step of:

19 executing a search of said advertising system that finds one or more stored profiles similar to
20 said personal profile.
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1 11. (New) A method according to claim 8, said method further comprising the step of:
2 a third party sending a response via the Internet to said first party wherein said response
3 includes a photograph.
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5 12. (New) A method according to claim 8, said method further comprising the steps of:
6 a third party sending a text message via the Internet to said first party; and
7 said first party retrieving said text message via a telephone.
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9 13. (New) A method for operating a computer based advertising system, wherein said method
10 comprises the steps of:
11 receiving data from a first party via the Internet, said data including a personal profile and an
12 email address;
13 said first party adding an audio recording to said personal profile;
14 a second party leaving a voicemail message for said first party via a telephone;
15 sending an email to said first party that provides notification to said first party of said voicemail
16 message; and
17 said first party retrieving said voicemail message via a telephone.
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1 14. (New) A method according to claim 13, said method further comprising the steps of:
2 said first party adding a photograph to said personal profile; and
3 a representative of said advertising system reviewing and approving said audio recording and
4 said photograph prior to viewing by other users of said advertising system.

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6 15. (New) A method according to claim 13, said method further comprising the steps of:
7 executing a search of said advertising system that finds one or more stored profiles similar to
8 said personal profile.

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10 16. (New) A method according to claim 13, said method further comprising the steps of:
11 a third party sending a response via the Internet to said first party wherein said response
12 includes a photograph.

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14 17. (New) A method according to claim 13, said method further comprising the steps of:
15 a third party sending a text message via the Internet to said first party; and
16 said first party retrieving said text message via a telephone.

1 18. (New) A method for operating a computer based advertising system, wherein said method
2 comprises the steps of:

3 receiving data from a first party via the Internet, said data including a personal profile and an
4 email address;

5 said first party adding an audio recording to said personal profile;

6 a representative of said advertising system reviewing and approving said audio recording prior
7 to viewing by other users of said advertising system;

8 a second party leaving a voicemail message for said first party via a telephone;

9 sending an email to said first party that provides notification to said first party of said voicemail
10 message; and

11 said first party retrieving said voicemail message via a telephone.
12

13 19. (New) A method according to claim 18, said method further comprising the steps of:

14 said first party adding a photograph to said personal profile; and

15 a representative of said advertising system reviewing and approving said photograph prior to
16 viewing by other users of said advertising system.
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18 20. (New) A method according to claim 18, said method further comprising the steps of:

19 executing a search of said advertising system that finds one or more stored profiles similar to
20 said personal profile.
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21. (New) A method according to claim 18, said method further comprising the steps of:

a third party sending a response via the Internet to said first party wherein said response

includes a photograph.

22. (New) A method according to claim 18, said method further comprising the steps of:

a third party sending a text message via the Internet to said first party; and

said first party retrieving said text message via a telephone.--